



WCPO

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## ORDER

Print Date 08/06/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 304897 /

Original Date / Revision  
07/17/12 07/17/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Product

Issue. American Crossroads TV 10

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 693

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$56,567.50	\$66,550.00	0.00	10/01/12	10/22/12	59	\$56,567.50	\$66,550.00
Totals	59	\$56,567.50	\$66,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4				\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$900.00		0.00			
E 2	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF--		4				\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-----		1				\$900.00		0.00			
E 3	WCPO	10/16/12	10/22/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,000.00



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Contract / Revision 304897 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/17/12/ 07/17/12

Order Sep 00:20:00

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 693

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$400.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$400.00		0.00			
E 4	WCPO	10/16/12	10/22/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF- -	:30	2	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$2,000.00		0.00			
E 5	WCPO	10/16/12	10/22/12	M-F 7-730p The List	CM	M-F 7-730p	MTWTF- -	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$900.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$900.00		0.00			
E 6	WCPO	10/16/12	10/22/12	M-F 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF- -	:30	2	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$900.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$900.00		0.00			
E 7	WCPO	10/16/12	10/22/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF- S	:30	3	\$1,500.00	P-2	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- S		6				\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$1,500.00		0.00			
E 8	WCPO	10/16/12	10/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF- -	:30	4	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$1,500.00		0.00			
E 9	WCPO	10/20/12	10/20/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	- - - - - S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-		1				\$450.00		0.00			
E 10	WCPO	10/21/12	10/21/12	SU 5-6am SU 5-6am	CM	5-6a	- - - - - S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S		1				\$150.00		0.00			
E 11	WCPO	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF- -	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$600.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$600.00		0.00			
E 12	WCPO	10/16/12	10/22/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF- -	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$750.00		0.00			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$750.00		0.00			
E 13	WCPO	10/20/12	10/20/12	SA 7-730p SA7-730P	CM	658-730p	- - - - - S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-		1				\$750.00		0.00			
E 14	WCPO	10/20/12	10/20/12		CM	258-7p	- - - - - S-	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00



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Hiatus Dates

Original Date / Revision 07/17/12/ 07/17/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **Issue. American Crossroad** Estimate # **693**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				ABC College Football -ga											
				ABC College Football gan											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$4,500.00		0.00			
E 15	WCPO	10/19/12	10/19/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				Friday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$3,500.00		0.00			
E 16	WCPO	10/16/12	10/16/12	M-F 5-530p News	CM	5-530p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----					1	\$2,000.00		0.00			
E 17	WCPO	10/21/12	10/21/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$450.00		0.00			
													Totals	59	\$66,550.00